

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
1. How does your program disseminate information to the public? (e.g. email, newsletter, phone calls, website, flyers, other)						
Website, e-mail, phone calls, meetings, and portals of other organizations	Website, e-mail, phone calls, meetings, and portals of other organizations	<ul style="list-style-type: none"> • Announcements at community meetings • Phone calls or one-on-one meetings with community members • Email • Monthly regional newsletter • DON website • Calendar of upcoming meetings and events of specific interest to our assigned geographic area distributed via district website, & neighborhood media/blog sites • Posting flyers at strategic locations in the neighborhood e.g. kiosk, library, local businesses, & NSC's. 	<p>Outreach methods for Neighborhood Plan Update and Public Outreach Liaison:</p> <ul style="list-style-type: none"> • announcements at cultural gatherings, places of worship and celebrations; tabling at grocery stores; canvassing • phone calls, email communication (including personally addressed emails), • bilingual meeting announcements via flyers, posters, and invitations • Social Media: text messaging, twitter, blogs, facebook. • submit info to community newsletters, ethnic publication, on bulletin boards, • mass mailings • use photographs to depict a message 	<p>Direct mailings, technology (website, email, DoN newsletter), media (press releases), in person (meeting with groups, phone calls, workshops)</p>	<ul style="list-style-type: none"> • In person, in a face to face transactional environment when they visit NSCs. • In writing via our internet web site • In writing by way of various posted announcements and by making brochures available to the public when they visit NSCs • Incoming phone calls 	<p>All of the above and depending on the particular need. Also depending on the circumstance we may use door to door work, and word of mouth. We maintain list serves as well. Members of our program also use social networking technology.</p>

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
2. Do you work with any organized resident-based groups? If so, how often do you meet with them? (e.g. Landmarks Preservation Board, Citywide Review Team, etc.)						
Most historic preservation boards/commissions meet twice a month although Columbia City and Ballard meet once a month. Some boards/commissions have subcommittees that meet once or twice a month or more as needed.	work with neighbors within close proximity to the institution/school. Citizen Advisory Committees (CAC) meet 1-2 times/month during plan development and 1-4 times a year for a Standing Advisory Committee (SAC).	Yes: community councils, district councils, chamber of commerces, sustainability groups, public safety groups, business groups, school-based groups, issue focused organizations, etc. NDC's staff each district council once a month, attendance at other meetings varies, but work is often done with the group's leadership outside of their meeting.	<ul style="list-style-type: none"> • Immigrant and Refugee Advisory Board and the Neighborhood Advisory Committee (NAC)—both groups are made up of Seattle residents and/or businesses representatives. • We look to residential organized community groups or management companies to provide us access to their members 	Citywide Review Team (6-8 weeks per year; April-June), NMF Committee (as requested by Chair. Monthly meetings are not held consistently).	No	Seattle Housing Authority; occasionally other non profit housing providers; P-Patch Trust, Social Service Agencies, particularly Solid Ground; local gardening organizations e.g. Seattle Tilth; Neighborhood Associations, for example Rainer Beach Neighborhood Association.
3. How does your program engage with the community and solicit their input? (e.g. meetings, focus groups, phone calls, emails, other)						
Meetings, phone calls, e-mails, letters	Meetings, phone calls, e-mails, letters	<ul style="list-style-type: none"> • Meetings, phone calls, emails, door to door work, round table discussions, task forces, • Advisory boards, district council sub-committees (for LPF and NPF processes). • Recruit and support community level issue focus groups, advisory committees. On occasion, door-to-door outreach has been done, to either residents or local businesses. 	<ul style="list-style-type: none"> • POLs host bilingual and bicultural workshops at cultural spaces familiar to their audiences and provide cultural snacks and childcare when requested. • informal engagement forums, i.e. opportunities to write comments on flip charts in grocery stores and libraries. • instant polling at meetings using audience response systems. Plan to bring to informal settings. • Large community meeting/workshops, online meetings/surveys. • Planning to do participatory exercises, including instant polling, in additional informal venues. 	Varies. Based on the type and level of feedback needed. Held focus groups for NMF evaluation, Bi-weekly meetings (with CNC chair and NMF Committee Chair), Surveys (administered surveys in past for customer service feedback and had planned for program changes) Historically priorities and new initiatives for the NMF program along with changes in funding levels, developed in response to community input.	<ul style="list-style-type: none"> • We are outward facing and do not solicit input directly from our customers. • We do share customer's unsolicited input with business partners when appropriate; example would be bringing a poorly worded (less than intuitive) statement on a bill statement to the attention of the utility. 	Usually meeting, phone calls, emails; sometimes door to door work.

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
4. Which of your outreach and community engagement methods are most appreciated by the public? Do you have a sense of which are the most effective?						
E-mail seems to work the best (and that includes formal letters sent by e-mail). We are able to distribute that to Board/Commission/CAC/SAC members very efficiently.	E-mail seems to work the best (and that includes formal letters sent by e-mail). We are able to distribute that to Board/Commission/CAC/SAC members very efficiently.	<ul style="list-style-type: none"> • Most appreciated are face to face interactions with NDC's, one-on-one or in meetings. • monthly newsletters • regular updates via email. • Conveying information to targeted citizens and civic leaders about public or private development activity or public policy affecting a neighborhood. • Convening targeted stakeholder representatives and citizens to share information or seek their input on public policy decisions. 	<ul style="list-style-type: none"> • People prefer that we come to them rather than ask them to come to us. Interactive engagement, i.e. audience response system • Incentives, i.e. passing out light bulbs, prizes, drawings for gift cards, t-shirts • Social engagement forums encourage attendance 	<p>Internally -- surveys are most effective because it truly illustrates the perspective of the individual versus a particular direction in a meeting (which is usually related to the most vocal perspectives).</p> <p>Technical Assistance for community groups early on to help develop concepts and application to NMF and trouble shooting once awards have been provided/contracted for completion.</p>	• Not applicable	it depends on the community. Personal connections through meetings or door to door canvassing can be very effective.

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
5. Do you have a listserv of your constituents that you send regular program updates to? If yes, how often?						
No although our agendas and meeting minutes for the Historic Preservation and Major Institutions and Schools program are posted on our website.	No although our agendas and meeting minutes for the Historic Preservation and Major Institutions and Schools program are posted on our website.	<ul style="list-style-type: none"> • Yes. Varies by coordinator from daily to monthly updates. • One NDC said: "This list is utilized primarily to distribute monthly district council meeting notices and a calendar of upcoming meetings & events of interest to that district." • A newly developed monthly e-newsletter to north end neighborhoods is in its infancy. This piece is distributed to all or most of North Team's community organization contacts and district council distribution list." • Another writes: "The listserv is also used on occasion for weekly updates on news and events when circumstances call for timely dissemination of information." 	Not currently, because we have not found that email is universally used across the historically underrepresented communities we reach out to. However, interested in building language-based listservs for those that do use email, so they can receive electronic outreach in their primary languages.	Yes. NMF listserv. Use it as needed for NMF announcements or updates. Also, community groups may submit items to be distributed via listserv (monitored and approved by NMF admin)	• Not applicable	yes and daily.

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
6. Have you ever used translation services as part of outreach and community engagement for your program?						
Yes, the International Special Review District Board uses translation services for annual elections, both in advertising for nominations and the election itself. We always have a translator at the elections.	Yes, the International Special Review District Board uses translation services for annual elections, both in advertising for nominations and the election itself. We always have a translator at the elections.	Yes. Examples: 1) Interpreters at a Community Public Safety Fair hosted by DON and SPD. 2) ASL accommodation when working with a person with disabilities on an outreach project. • One NDC said they have not had a need to use translation services thus far, but offer the possibility of translation, interpretation, or accommodations for persons with disabilities to constituents.	Yes. POLs provide translation and interpretation. They are used, instead of professional services, because they are familiar with the project and know their targeted audience.	Yes, primarily used upon request. In the past we have utilized bilingual mentors to support immigrant and refugee applicants. Currently looking at new models with less staffing to support the necessary intensive technical assistance that may be required.	• We use the services of the Language Line when needed to have a conversation with non English speakers requiring verbal translation assistance. It is basically a three-way conference call among the CSR, Customer, and Language Line interpreter.	Yes, frequently
7. Have you ever used the trusted advocate or POL (public/planning outreach liaison) model as part of outreach and community engagement for your program?						
No	No	Yes. For Neighborhood Plan Update process and for the Status Update process.	Yes.	No	No	Yes, for some of the Levy work we are utilizing the POL model.
8. Are there other ways you reach out to historically under-represented communities?						
Primarily through NDCs, non-profit organizations in that community, religious institutions, District Councils.	Primarily through NDCs, non-profit organizations in that community, religious institutions, District Councils.	Through non-profit organizations, religious institutions, ethnic specific organizations, cultural groups, student and parent based groups at public schools, government agencies one-on-one coffee chats, invite to present at a community meeting.	Yes. Meet with bicultural/bilingual leaders of specific communities to create connections with them, update them on projects in their area, and solicit ideas on POLs to hire from their community. • Build relationships with rental community managers, youth program leaders, and business owners.	Mostly meet on 1-1 basis	• To the best of my knowledge, the trusted advocate is a most effective method.	in South Park to reach a Latino population we used radio ads once. Neighborhood District Coordinators are also a great starting point for contacts.

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
9. Do you work with other City departments to conduct outreach and community engagement? If yes, how? Please specify.						
No	No	Yes. Mostly assist with dissemination of information about public meetings that other City depts. are hosting. • Advise department outreach staff, project level staff, and consultants concerning: best community meeting spaces, community meeting schedules, contact information for key community leaders and groups, best ways to reach people, and community context. • Also work with the Mayor's Office and Engage Seattle to bring in representatives of other departments.	Work with members of the Neighborhood Plan Update core team (largely DPD and SDOT). • The following departments have approached us regarding use the POLs, to help them start their own POL model, or on outreach and engagement strategies to accomplish RSJI requirements: SDOT, DPD, Auditors office, SPD, Parks, OED, OFE, Mayor's Office, SPU, OEM, and OSE.	Yes, mostly other funders or our department partners such as SDOT, DPR, DoIT, OACA, etc.	• No, not directly as part of my current role.	not really, but we are sometimes part of projects which are spearheaded by the Parks department who is the lead on outreach.
10. If you had the resources what other outreach and community engagement strategies would you use? Why?						
More 1:1 outreach and more time to develop relationships with organizations/institutions in that community.	More 1:1 outreach and more time to develop relationships with organizations/institutions in that community.	Do more with translation/interpretation services and trusted advocates/public outreach liaisons. • Employ surveys targeted at a geographic area conducted via online survey tool, local media, etc. • Create a geographically centered blog site where news from NDCs can be shared more easily and where NDCs can respond to posted questions or comments.	Expand DON's POL model to be able to work with other departments for upcoming initiatives, outreach, and engagement efforts. Build this base through a POL Leadership Institute. Provide additional resources for translation, outreach, training, etc. • Put together a multicultural district council to provide a avenue for info-sharing and reaching out to historically-underrepresented	Host regular workshops about funding opportunities, working with the city, and supporting community organizing. Workshops are a helpful resource for the types of groups we work with (small grassroots organizations that are volunteer-based). In addition, NMF would develop more capacity building and technical assistance in broader community to support new applicants.		Increase investment and development of trusted advocates or community outreach workers who can have and develop strong connections to community and who can know the particular gathering spaces and best ways to meet community members. This investment could occur across the spectrum of the city from youth to seniors to professions to cultural groups.

DoN Public Outreach and Engagement Inventory, April 2011

Historic Preservation	Major Institutions and Schools	Neighborhood District Coordinators	Neighborhood Planning	NMF	NPIS	P-Patch
11. Have you used or consulted with Neighborhood District Coordinators (NDC's) for outreach and community engagement? If not, how would you use the NDC's?						
Yes, we send copies of landmark nominations in each community to the appropriate NDC for availability at that office. We use geographically-targeted mailing lists developed by individual NDCs for notification in addition to our existing mailing list. We also rely on suggestions from the NDCs when we are filling positions on CACs and SACs and often use the NSC to conduct the interviews.	Yes, we send copies of landmark nominations in each community to the appropriate NDC for availability at that office. We use geographically-targeted mailing lists developed by individual NDCs for notification in addition to our existing mailing list. We also rely on suggestions from the NDCs when we are filling positions on CACs and SACs and often use the NSC to conduct the interviews.	Not Applicable.	Consult with the Neighborhood District Coordinators on a weekly basis, tapping into their invaluable expertise within the community. • NDCs often assist us with spreading the word about the Neighborhood Plan Updates, assist us with the creation and implementation of surveys, and provide helpful strategies on the best way and who to approach within their neighborhood for community buy-in and assistance.	Yes, we work closely on outreach.	• Yes, consulted several times for Emergency Preparedness efforts.	District Coordinators have always been at least a first contact point for insight and contacts into various communities. Depending on the situation, they have also been great to help facilitate process, e.g. organizing meeting to address public safety issues.